RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #331440
Mr. J. Kern
J. KERN & SONS

[redacted] WINSTON B2GF CAP / PROMOTION #700927

Dear Jake:

4 skus of B2GF Cap Sleeves / Displays (Item #529301) have been ordered to pack and ship this promotion to your participating retail accounts. ***Utilize on-hand product to pack this Promotion.*** All additional pertinent promotional information is listed below:

Brand Styles to be used: Winston Light Kg / Lt Box / FF Kg / FF Box

PO #091597

Premium Arrival:	**September 15, 1997**
Ship Date to Retail:	**Week of: September 23, 1997**
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**

51845 9423

Source: https://www.industrydocuments.ucsf.edu/docs/sgmy0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$7.00 (0.4 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162601

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

51845 9424

Source: https://www.industrydocuments.ucsf.edu/docs/sgmy0000

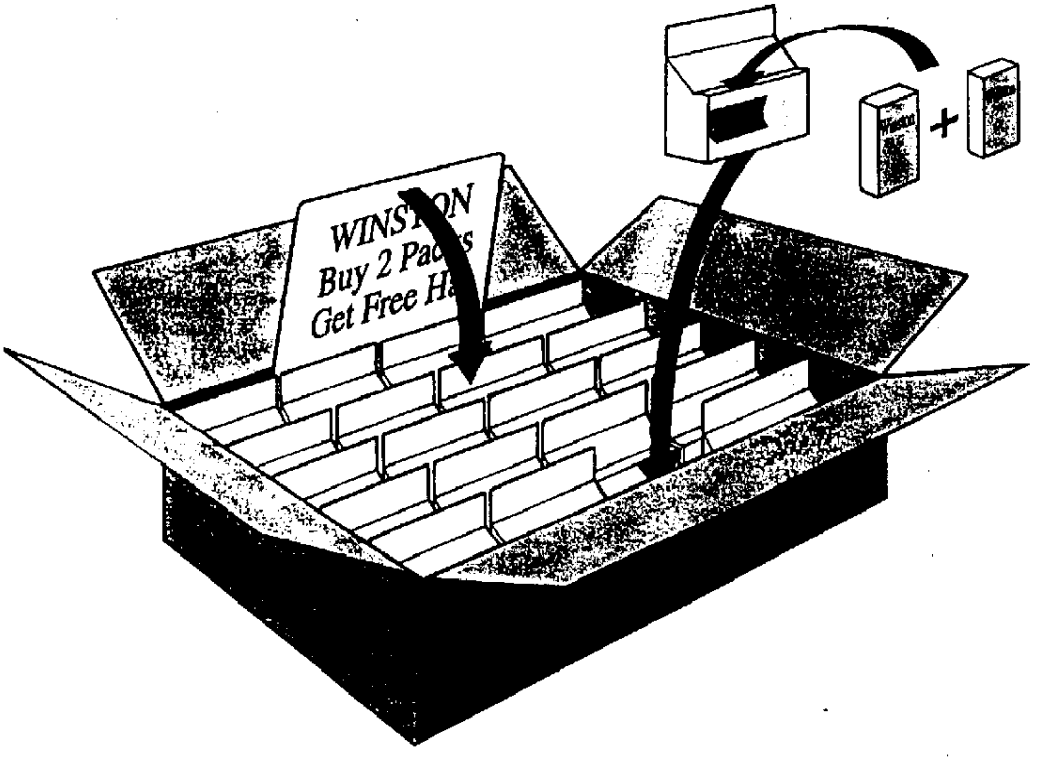
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	LIGHT King	LIGHT Box	FF King	FF Box		
Number of Cartons	1	1	1	1		

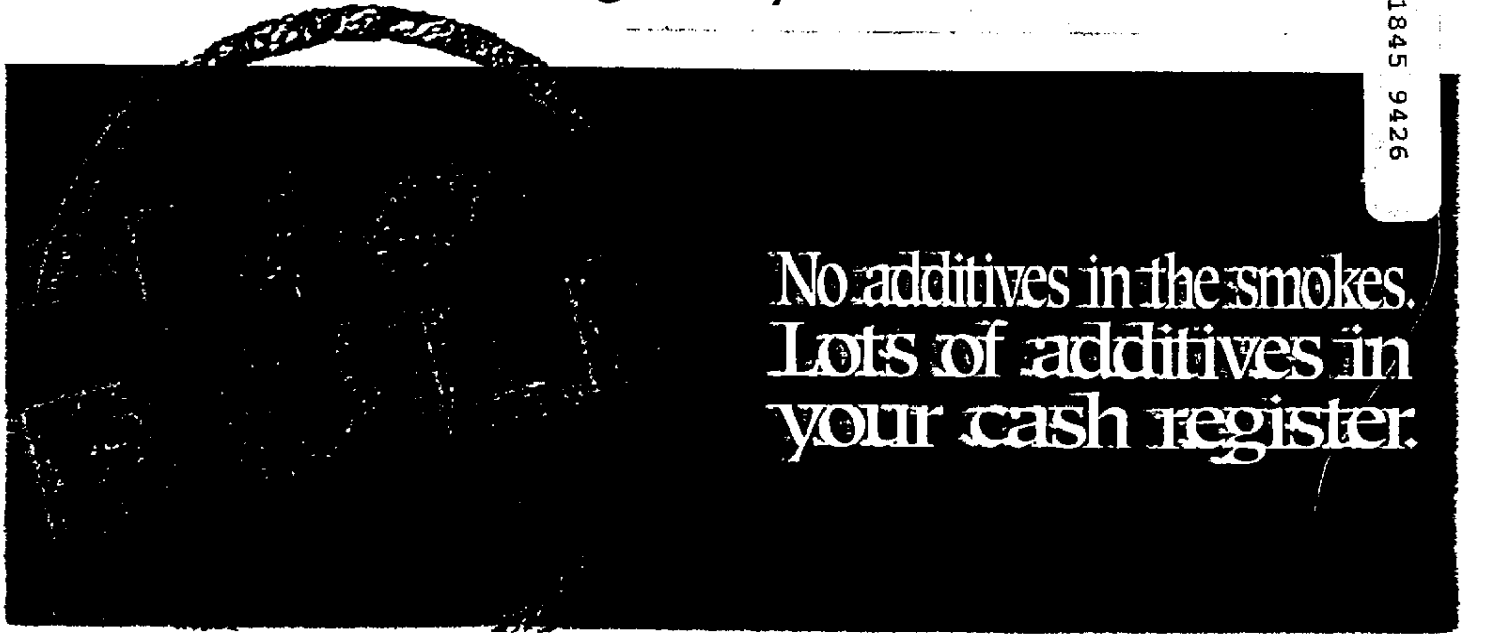
51845 9425

Source: https://www.industrydocuments.ucsf.edu/docs/sgmy0000

The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.

51845 9426



Source: https://www.industrydocuments.ucsf.edu/docs/sgmy0000

Source: https://www.industrydocuments.ucsf.edu/docs/sgmy0000

WHOLESALER : 331440 JACOB KERN & SONS, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	397275	7-11 #11270	749 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS	0001-0402		(716)874-2538
162602	162630	763370	MURRAY SUPERETTE	16573 RIDGE RD	HOLLEY	NY	14470	1				(716)638-5736
162602	162630	397928	PENNYSAVER MKT	29 S MAIN ST	LYNDONVILLE	NY	14098	1	NYS		5225	(716)765-9600
162603	162623	397314	7-11 #11265	4340 S BUFFALO ST	ORCHARD PARK	NY	14127	1	NYS	0001-0402	11265	(716)662-5083

PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

51845 9427